

MUHAMMAD ANDHIKA ARRADU

DIGITAL MARKETING - SOCIAL MEDIA SPECIALIST

08998104467 | mandhika80.aa@gmail.com | Portfolio

Digital marketing and social media professional with 8+ years of experience across retail, agency, and e-commerce environments. Skilled at owning the full funnel — from performance ads (TikTok, Meta, Google) and content strategy to hands-on production (shooting, editing) and e-commerce operations (Shopify, TikTok Shop, Shopee). Comfortable moving between big-picture strategy and on-the-ground execution, with a track record of managing multiple brands, cross-functional teams, and international stakeholders.

AREA OF EXPERTISE

Digital Advertising (TikTok, Meta, Google Ads) • Social Media Strategy & Management • Content Production (Shooting & Editing) • Script & Creative Development • E-commerce & Website Management • Content Planning • Brand Collaboration • Team Supervision • Cross-Team Communication • Event & Retail Campaigns

PROFESSIONAL EXPERIENCE

Starlight Jewellery Singapore

Digital Marketing Sep 2024 – Present

- Handle & optimize digital ads across TikTok, Meta (Facebook & Instagram), and Google — from budget planning and targeting to performance analysis to maximize sales.
- Conduct monthly project visits to Singapore to coordinate with influencers, direct model photoshoots, and develop offline sales strategies.
- Manage and maintain the brand's e-commerce website end-to-end on Shopify CRM — from adding new products and maintaining inventory/content to managing overall storefront appearance, built up from scratch.
- Optimize supporting Shopify apps/tools such as Syncio and Osco to streamline product syncing and store operations.
- Integrate and manage product listings across e-commerce marketplaces, including TikTok Shop and Shopee.
- Support in-store promotions and events; lead seasonal campaigns like lucky draws and special promotions.
- Manage five different brands with unique target audiences, from gold jewelry to electronics.

Social Media Specialist Sep 2023 – Aug 2024

- Handled paid ads across TikTok, Meta (Facebook & Instagram), and Google.
- Produced content end-to-end — shooting, editing, and posting across social media platforms.
- Built content plans and posting schedules.
- Monitored ad performance and optimized based on results.
- Conducted monthly project visits to Singapore to coordinate with influencers, direct model photoshoots, and develop offline sales strategies.

Mugos Agency — Social Media Specialist

May 2021 – Jul 2023

- Developed scripts and creative ideas for clients' social media content.
- Managed social media content strategy and execution for major clients: TikTok for Business, TikTok Live, BCA, BRI, and Nestlé.
- Coordinated with designers, editors, and content creators on content production.
- Monitored content performance and provided optimization recommendations.

Nestlé Indonesia – Susu Dancow

- Wrote scripts and creative concepts, and handled video shooting and editing for a YouTube ad campaign for Dancow.

Bank Central Asia (BCA) & Bank Rakyat Indonesia (BRI)

- Wrote scripts and creative concepts, and handled video shooting and editing for BCA's (Bangga Lokal) and BRI's promotional content.

TikTok for Business

- Managed social media promotion for seminar events for local MSMEs in Indonesia focused on growing their business via TikTok Shop, in collaboration with local TikTok influencers as guest speakers.

TikTok Live

- Developed live content strategies to boost engagement and built partnerships with influencers to serve as hosts for TikTok Live sessions.

Lippo Mall Indonesia — Marketing Communication (A&P)

Jan 2016 – Mar 2021

- Handled regular and seasonal events such as Christmas, Chinese New Year, and Ramadan.
- Worked with well-known brands like Marvel and Disney on special campaigns.
- Managed mall ad spaces including videotrons, LED banners, and signage.
- Helped design marketing materials for both print and digital media.
- Ran promotions with tenants, including flash sales and prize draws.

- Managed social media and worked with influencers to grow engagement; led the marketing team and took charge of event planning.

EDUCATION

Universitas Pancasila

Bachelor's Degree in Communication Science — Graduated 2020

ADDITIONAL INFORMATION

Languages: Indonesian, English

Tools & Software

Advertising & Analytics: Meta Ads, TikTok Ads, Google Ads, Instagram Insights, Metricool

E-commerce & Sales: Shopify (incl. Syncio, Osco), Shopee, WhatsApp Business

Content Creation & Design: Canva, CapCut, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Audition), DaVinci Resolve, Blender 3D

AI Tools: Claude (incl. MCP integrations for workflow automation), Gemini / Google AI Studio, Suno AI, CapCut AI, Higgsfield AI, Nano Banana

Productivity: Google Workspace, Microsoft Office